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CONTACTS: Kelly Taft, MAG, (602) 452-5020
Veronica Graves, Olson Communications, (480) 368-7999

Five Ways to Make Anti-Littering Your New Year's Resolution

PHOENIX (Jan. 31, 2013) – *Don't Trash Arizona* is encouraging Maricopa County residents to make their New Year's Resolution a promise to make 2013 litter free. The [Maricopa Association of Government's](http://www.azmag.gov) (MAG) anti-littering campaign offers tools and tips to help keep an anti-littering resolution.

“Sticking to New Year's resolutions is easier when you have tools and resources to help. That's what *Don't Trash Arizona* is doing this year, setting us up for success through downloadable materials, fun educational tools, links to volunteer opportunities, and resources for helping keep the roadways safe from litter and dangerous debris,” said Avondale Mayor and MAG Chair Marie Lopez Rogers. “It's important not just for health and safety, but also for tourism, state pride and our economy.”

Don't Trash Arizona has the following five tips to share with Valley residents to help keep their anti-littering resolutions:

- **Sign up for the newsletter:** Each month *Don't Trash Arizona* sends out [email newsletters](#) to subscribers. This monthly newsletter is an easy reminder to help keep the Valley freeways clear of litter and offers informational materials and tips on how to help keep Phoenix beautiful.
- **Keep litter bags in the car:** Rather than throwing trash out of car windows, drivers can keep a litter bag within easy reach in the car. It's a simple step to ensure residents stick with their anti-littering resolutions. *Don't Trash Arizona* even offers to send Arizona residents a [free litter bag](#) upon request.
- **Become a *Don't Trash Arizona* advocate:** The anti-littering campaign's website recently launched a page with downloadable materials, making it easy for residents to proudly support *Don't Trash Arizona*. Visitors can simply download different graphics and print them for display in their windows, on their office desks and on cars. The site also makes it easy to share campaign messages on Facebook and Twitter.
- **Make litter education fun:** *Don't Trash Arizona* encourages teaching children the impact of littering before they start driving and possibly developing littering behavior. Through the [website](#), parents and teachers can find useful and engaging educational tools, worksheets and presentations to share with children. Also, the website has an arcade center with online games for children to help make the anti-littering education fun and memorable.
- **Volunteer:** For residents who want to do more and become actively involved in the anti-litter cause, *Don't Trash Arizona* recommends volunteerism. There are several organizations, such as [Keep Phoenix Beautiful](#), with which residents can become involved to help spread the message through events, serving on boards and being part of a roadside pick-up crew. Another program Valley residents can get involved with is [Adopt a Highway](#) with Arizona Department of Transportation. There are opportunities to volunteer as an individual, as well as sponsor a stretch of highway with a group or organization.

In 2013, *Don't Trash Arizona* hopes to increase awareness on the negative impacts of littering along the highways, as well as positively affect littering behaviors among drivers in Maricopa County. The campaign's website and [social media sites](#) offer useful information and resources for drivers.

About *Don't Trash Arizona*

Don't Trash Arizona is a joint effort between the Maricopa Association of Governments and the Arizona Department of Transportation to address the economic, safety, and health impacts of freeway litter along regional and state highways. The program is funded through Proposition 400, which was approved by voters in 2004. That funding encompasses litter pickup, sweeping, and landscape maintenance, as well as litter education and prevention. *Don't Trash Arizona* seeks to change attitudes, awareness, and most importantly, behavior, when it comes to roadway littering. Visit www.DontTrashArizona.com.

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